



**INVESTING IN MANUFACTURING COMMUNITIES PARTNERSHIPS
NATIONAL SUMMIT
HERBERT C. HOOVER FEDERAL BUILDING
1401 CONSTITUTION AVENUE NW
WASHINGTON, DC
OCTOBER 30-31, 2014
WASHINGTON, DC**

THURSDAY, OCTOBER 30

8:00 a.m. **Registration Opens**

9:00 a.m. **Welcoming Remarks**

- Jay Williams, Assistant Secretary of Commerce for Economic Development, U.S. Department of Commerce

9:15 a.m. **The Administration's Manufacturing Agenda**

- Jason Miller, Deputy Director of the National Economic Council and Special Assistant to the President for Manufacturing

9:40 a.m. **Introduction of Conference Objectives**

- Ryan Hedgepeth, Senior Advisor, Economic Development Administration

9:45 a.m. **Access to Aligned Federal Programs and Funding Exhibit**

The Investing in Manufacturing Communities Partnership is a new way of doing economic development in the federal government – by making federal agencies work together effectively, and by being more responsive to best practices at the local level. Each agency will have a table in order to provide communities a chance to speak with staff from each of the eleven federal agencies that have aligned funds in support of the Investing in Manufacturing Communities Partnership.

- Staff from Department of Agriculture, Department of Commerce, Department of Defense, Department of Education, Department of Energy, Department of Housing and Urban Development, Department of Labor, Department of Transportation, Environmental Protection Agency, National Science Foundation, Small Business Administration, U.S. Economic Development Administration, Appalachian Regional Commission, Delta Regional Authority

11:00 a.m. **Break**

11:15 a.m. **Breakout Sessions**

(1) Designee Track: Attracting International Private Sector Investment

A panel of high level officials from multi-national companies will discuss what is driving foreign direct investment in United States manufacturing as well as what is encouraging American companies to bring production back.

- Nancy McLernon, President & CEO, Organization for International Investment
- Kapil Sharma, Senior General Manager – North America, Tata Sons
- Patrick Van den Bossche, Lead Partner and Global Coordinator, Operations Practice, A.T. Kearney
- Moderator: Rebecca Moudry, Investment Manager, SelectUSA, U.S. Department of Commerce

(2) Strengthening Key Technology and Supply Chain Analysis

Building on a community's historic strengths can help it secure a lasting advantage in building economic development. Sophisticated analysis of a community's existing key technologies and supply chains can help reveal these foundations. This session will provide a thorough overview of how communities can better use this analysis to strengthen their strategic plans.

- Susan Helper, Chief Economist, U.S. Department of Commerce
- Leigh Hopkins, Project Manager, Enterprise Innovation Institute, Georgia Institute of Technology
- Paul Ballentine, Executive Director, The Center for Emerging and Innovative Sciences at the University of Rochester
- Kristin Dziczek, Director of the Industry and Labor Group, Center for Automotive Research
- Moderator: Matt Erskine, Deputy Assistant Secretary for Economic Development, U.S. Department of Commerce

12:45 p.m. **Lunch**

2:00 p.m. **IMCP Designated Communities Exhibit**

An open exhibit area with displays from each of the 12 designated IMCP communities will give participants a chance to start conversations and share best practices.

- Session kickoff by Charles E. Shoopman, Jr., Assistant Vice President, University of Tennessee Institute for Public Service from the Tennessee Valley IMCP Designated Community

3:15 p.m. **Break**

3:30 p.m.

Breakout Sessions

(1) Designee Track: Exploring New Investment Pathways in Manufacturing Communities: From Readiness to Investment

This intimate session will explore opportunities for financing diverse aspects of these communities' "ecosystem approaches" to community economic development. The session will explore diverse financing opportunities, including foundation Program- and Mission-Related Investments (PRIs and MRIs), pay for performance financing, and innovative bond mechanisms. In addition to the speakers listed below, other representatives from impact investment organizations and foundations will be attending and available for further discussion with Designees.

- Alan P. Branson, Executive Vice President and COO, Hope Enterprise Corporation and Hope Credit Union
- Kimberlee Cornett, Director, Social Investment Practice, The Kresge Foundation
- Al Fuller, CEO, Integrated Packaging Corporation
- Kathy Merchant, CEO, The Greater Cincinnati Foundation
- Mark Popovich, Vice President of Program, The Hitachi Foundation
- Toby Rittner, CEO & President, Council of Development Finance Agencies
- David Wood, Director, Initiative for Responsible Investment, Harvard University
- Moderators: Tim Larson, Principal, Ross Strategic and Matthew Bogoshian, Senior Policy Counsel, U.S. Environmental Protection Agency

(2) Reimagining Your Manufacturing Community

Does your manufacturing community look and feel different than it used to and/or is it still transforming from what it was to what you want it to be? The manufacturing communities of today and tomorrow look and feel different than the stories and images so often portrayed in media and reports. Whether your community is urban or rural, centered around advanced factories or in the middle of a maker-movement, or some combination of all of the above, you will benefit from hearing about the resources, tools and advice from this discussion, which will include short remarks followed by in-depth Q&A.

- Mark Hatch, CEO and Co-Founder, TechShop
- Bruce Katz, Vice President, Brookings Institute
- Erik Pages, President and Founder, EntreWorks Consulting
- Jan Youtie, Principal Research Associate, Enterprise Innovation Institute, Georgia Institute of Technology
- Moderator: Gary Yakimov, Manager of Policy and Research, Manufacturing Extension Partnership Program, U.S. Department of Commerce

5:30 p.m.

Wrap up and Adjourn

FRIDAY, OCTOBER 31

8:30 a.m.

Measuring Success in Manufacturing Community Initiatives

This session is designed to help IMCP designees and applicants understand how to better identify appropriate indicators and evaluate performance of their economic development strategies. A panel of experts will describe their experiences with developing and using metrics, assessing impact on important program outcomes, and using results to inform decision making.

- Howard Wial, Executive Director and Associate Research Professor, Center for Urban Economic Development, University of Illinois at Chicago
- David Berman, Director of Programs and Evaluation, NYC Center for Economic Opportunity
- Demetra Nightingale, Chief Evaluation Officer, Department of Labor
- Christopher Hoenig, Senior Fellow, NORC at the University of Chicago and CEO, the State of the USA
- Moderator: Cynthia Nickerson, Senior Economist, Council of Economic Advisers

9:45 a.m.

Break

- Optional demonstration of Census and State of the USA Regional Data Tools
- Discussion with Social and Behavioral Sciences Team, General Services Administration - experts in design and analysis of new initiatives

10:00 a.m.

Breakout Sessions

(1) Designee Track: Branding and Marketing

You've received this "Manufacturing Community" designation. Now what? How do you leverage it and make the most of the next two years? This session will highlight examples of successful marketing efforts by communities with similar regionally-based economic development strategies while also providing a forum for brainstorming and discussion.

- Marek Gootman, Director of Strategic Partnerships and Global Initiatives, Brookings

(2) Resources for Supply Chain Optimization

This session will focus on how communities can provide customizable solutions to the challenges of U.S. manufacturers by promoting a better flow of product from suppliers to customers resulting in reduced costs, improved quality and shortened lead times. Panelists will highlight the work that local Manufacturing Extension Partnership Program (MEP) centers do to help manufacturers of any size focus on the critical areas of the supply chain at all levels, improving performance by quantifying the needs of the

supply chain and focusing on improving the points in the process which are impeding throughput.

- Brandon Phoenix, Technical and Management Consultant, Texas Manufacturing Assistance Center
- Mark Schmit, National Accounts Manager, Manufacturing Extension Partnership Program, U.S. Department of Commerce

10:45 a.m. **Break**

- Optional demonstration of Census and State of the USA Regional Data Tools
- Discussion with Social and Behavioral Sciences Team, General Services Administration - experts in design and analysis of new initiatives

11:00 a.m. **Looking Forward – The Future of IMCP**

This session will feature a town-hall-style meeting during which government thought leaders will discuss and answer questions about future alignments, expectations and priorities.

- Earl Gohl, Jr., Federal Co-Chair, Appalachian Regional Commission
- Doug O'Brien, Deputy Under Secretary for Rural Development, U.S. Department of Agriculture
- Mathy Stanislaus, Assistant Administrator for the Office of Solid Waste and Emergency Response, Environmental Protection Agency
- Harriet Tregoning, Director, Office of Economic Resilience, U.S. Department of Housing and Urban Development
- Jay Williams, Assistant Secretary of Commerce for Economic Development, U.S. Department of Commerce
- Moderator: Jason Miller, Deputy Director of the National Economic Council and Special Assistant to the President for Manufacturing

11:45 a.m. **Closing Remarks**

- Bruce Andrews, Deputy Secretary, U.S. Department of Commerce

12:00 p.m. **Adjourn**